

THE
**FUTURE
OF
AMERICA'S
NATIONAL
PARKS**

First Annual
Centennial Strategy for

**Rosie the Riveter WWII
Home Front National
Historical Park**

August 2007

CENTENNIAL INITIATIVE



Site: RORI

Year: 2007

Vision Statement

The mission of the four-park team (EUON, JOMU, POCH, RORI) is to engage visitors with the stories and resources of each park by achieving the highest level of interpretation and the best possible resource condition while ensuring visitor and worker safety. We work together to maximize our knowledge and skills and value a management approach that recognizes innovation, the individuality of each employee, the unique qualities of each park, and a team that works cooperatively for the benefit of the four parks.

The National Park Service and its cooperating partners work together to preserve and interpret an outstanding collection of sites, structures, landscapes, oral histories, stories, artifacts, and archives related to the nation's World War II home front. Visitors are awed by the size, rate, and scale of change that occurred in the wartime, boomtown of Richmond, California, and inspired by the innovations, inventions, and improvements to our country's material cultural that the home front brought. Visitors will also be challenged to understand the continuing social and cultural reverberations, especially for women and minorities, accelerated by the World War II home front.

Park/ Superintendent/ Program Manager

Martha J. Lee

Site: RORI

STEWARDSHIP

☒ Provide inspiring, safe, and accessible places for people to enjoy - the standard to which all other park systems aspire.

☒ Other Park/ Program performance goal(s)

Visitors and employee safety is the number one priority in all park planning, management and operations. Park safety plans will be up to date and accurate. The park will have a perfect safety record.

Access to and through Shipyard #3 is safe for visitors.

☐ The work described currently is supported by OFS and/ or PMIS

Site: RORI

STEWARDSHIP

☒ Improve the condition of park resources and assets.

☒ Rehabilitate high-priority historic buildings to good condition, and help communities to preserve their history through programs like Preserve America.

Continue to work with the City of Richmond, Contra Costa County, and private owners to manage an efficient facilities management program. By cooperative agreements the park will:

Develop historic structures reports for Shipyard No.3, graving docks, Ruth Powers and Maritime Day Care Centers, and Kaiser Permanent Hospital.

Work with the City of Richmond and County to secure and produce exhibits to interpret the historic maritime child development center.

Initiate wayfinding plan for Rosie the Riveter.

Plan, fabricate, and install temporary exhibits for the visitor center in the Ford Assembly building.

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Site: RORI

ENVIRONMENT

☒ Inspire an environmental conscience in Americans.

☒ Other Park/ Program performance goal(s)

Initiate programs such as victory gardeners, develop programs to show how "their grandma" would have been energy efficient.

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Site: RORI

RECREATION

☒ Encourage collaboration among and assist park and recreation systems at every level—federal, regional, state, local—to help build an outdoor recreation network accessible to all Americans.

☒ Other Park/ Program performance goal(s)

Coordinate interpretive planning with our park partners, the Richmond Museum and SS Red Oak Victory.

Partner with the City of Richmond on the Richmond Marina Bay Trail to publish a new trail guide.

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Site: RORI

RECREATION

☒ Establish "volun-tourism" excursions to national parks for volunteers to help achieve natural and cultural resource protection goals.

☒ Other Park/ Program performance goal(s)

Foster volunteer community participation in a variety of resource stewardship activities.

RORI benefits from the work of multiple groups who are deeply interested, or own property identified in our park's legislation.

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Site: RORI

RECREATION

☒ Expand partnerships with schools and boys and girls associations to show how national park experiences can improve children's lives.

☒ Other Park/ Program performance goal(s)

Deliver high quality and relevant education programs that inspire and engage.

Rosie the Riveter WWII Home Front NHP is situated in the highly diverse San Francisco Bay Area. There are many different ethnic and cultural groups including many new immigrants who have limited English reading abilities. The park proposes translation of two park brochures that is essential to create a connection with the local latino community.

Establish memorandums of understanding with local environmental youth groups, such as Ma'at.

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Site: RORI

RECREATION

☒ Focus national, regional, and local tourism efforts to reach diverse audiences and young people and to attract visitors to lesser-known parks.

☒ Increase visitation by 25 percent at lesser-known parks through a national tourism effort aimed at helping people to discover the breadth of parks and experiences.

Work with the Rosie the Riveter Trust, the City of Richmond, and community groups to increase Rosie the Riveter WWII Home Front National Historical Park's profile in local and bay area communities. Offer a variety of experiences that meet the needs of our diverse communities, and increase the number of facilitated programs.

Since the park owns no properties, the preservation of the sites identified in the park's enabling legislation depends on the understanding and support of the citizens of Richmond as well as those that live and work in the greater Richmond area. The park would work hard to develop an interpretive program to accomplish the park's community engagement program.

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Site: RORI

EDUCATION

☒ Cooperate with educators to provide curriculum materials, high-quality programs, and park-based and online learning.

☒ Other Park/ Program performance goal(s)

Develop and execute a curriculum framework and programs targeted at elementary and junior high school students. This project will create a framework to connect park resources and stories to students in primary and middle school.

The park is working hard to create several data bases that would be accessible to students and the general public:

Create a DVD -Of Lost Conservations and Untold Stories (the African American experience on the American World War II home front)

We have received over 6000 pieces of correspondence relating to the civilian WWII home front. This project would digitize this information into a searchable database format.

Work in partnership to expand the National Register Travel Itinerary website to include information about World War II parks in the San Francisco Bay Area.

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Site: RORI

EDUCATION

☒ Introduce young people and their families to national parks by using exciting media and technology.

☒ Other Park/ Program performance goal(s)

Deliver high quality and relevant education programs that inspire and engage. Determine key interpretive themes and identify interpretive media to best emphasize the park's story elements.

Planned projects are:

Create a virtual video tour of the SS Red Oak Victory Ship for full accessibility.

Fabricate and install 10 new wayside exhibits at each historic site in the city of Richmond.

Plan an interpretive exhibit for the SS Red Oak Victory.

Digitize the Rosie the Riveter museum photo collection and make available for interpretation and research

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Site: RORI

PROFESSIONALISM

☒ Model what it means to work in partnership.

☒ Other Park/ Program performance goal(s)

Interface with numerous special agencies, and community groups and organizations. .

All seats on the Rosie the Riveter Trust board are filed; members of the board reflect the community and are committed to the park's purpose.

Partners throughout Richmond have helped the RORI GMP come to life.

Roundtable of partners (including community representatives, "owners," and other) meet on a regular basis to plan and coordinate park events and programs.

Fully explore opportunities to develop network connections to SAFR, Angel Island, GOGA, Mare Island, Presidio, MarinShip, etc.

Work seamlessly as true partners with the SS Red Oak Victory to achieve maximum benefits with the ship and visitors.

Work with the City of Richmond and private developer to plan, fabricate, and install exhibits for the visitor center in the Ford Assembly building. To achieve this goal three separate projects have been submitted: First, plan, fabricate and install temporary exhibits - formulated for FY2013, second create a footprint, and other necessary infrastructure, in order to open the park's visitor center; and third finish the deferred maintenance, rehab and adaptive use of the Ford Assembly building.

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